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ABSTRACT

In 1977, 156 University of Missouri agricultural and community development specialists responded to 23 statements in a pseudo Q-sort format in order to determine the correlation between their job expectations and satisfactions. Job entry considerations were predominately humanitarian concerns such as "being able to work with people" and "opportunity to become involved in development work". In contrast to an earlier study (Lionberger and Heifner, 1969), in which idealized views of an occupation (as seen by high school seniors and college freshmen) were classified as "materialistic-doer" types, extension specialists were first and foremost "people-oriented". "Helping people with their problems" was the strongest source of job satisfaction, followed by "people with whom associated at work"; dissatisfactions were expressed in the areas of "pay", "lack of security of tenure", and "prospects for advancement". Newcomers (less than 15 years of service) responded about the same as old timers. Initial expectations and reasons for joining extension service were entirely congruent with resulting job satisfaction; thus students considering extension careers should have a strong desire to work with people in a developmental context. (JD)

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JOB SATISFACTION AS A FUNCTION OF CHOOSING EXTENSION WORK AS AN OCCUPATIONAL CAREER: A Study of Agricultural and Community Development Specialist in Missouri*

Herbert F. Lionberger and Wei-Yuan Cheng**

Rev. 7/20/80

I. Purpose and Rationale

This study is concerned with the reasons why agricultural and community development extension specialists on the University of Missouri field staff entered extension work and the satisfaction they now obtain from their work. Underlying rationales are (1) that satisfaction with the work assignment is of very high importance if not most important as a reward derived from the occupational assignment (Argris, 1957; Likert, 1967; Lionberger, Pope and Reddy, 1980; Herzberg, 1968), and (2) that there are important benefits to be derived from enhancing their job satisfaction for both the extension staff and the service generally. It accordingly follows that mutual benefits might accrue from helping those who might be considering extension to understand better the satisfactions that are likely to accrue and recruiting others who have prospects for high on-job satisfaction and the basis upon which occupational choices are made is to examine how the two are related.

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A related concern would be whether important differences exist between C.D. and agricultural specialists in regard to both reasons for getting into the service in the first place and satisfactions derived from their work once they are in. Of further interest would be whether there are any notable differerences between longer and shorter tenured specialists. Roughly the division is made at a point marked by the coming of C. Bryce Ratchford as the new Director. Very important changes were made in the organization, operation and personnel policy as well as the personnel assignments within the service. They will be noted below.

II. The Extension Specialists and Their Extension Setting

Before 1960 the cooperative extension service of the University of Missouri was exclusively the function of the Columbia campus of the University and was concerned almost exclsively with agriculture. Also, with the comming of Director Ratchford, the state supervisory and field staff were urged to get advanced degrees. Sabbatical leaves were granted to enable them to further their education. Pay for the field staff was brought in line with the on-campus faculty as an additional incentive. Multi-county extension administrative districts staffed with specialists gradually replaced the old generalist county agent. Furthermore, the extension function was extended to all divisions in the University, and a new extension activity known as community development emerged (1956) partly out of the inability of or willingness of the agricultural extension service to meet the changing needs in the state to which this new service was directed. Being new and something of a threat to the agricultural sector of the service, it was viewed with suspicion, if not with hostility at times.

Gradually retreaded and/or broadly oriented agriculturalists initially reassigned to the C.D. positiions were replaced by those more specially trained for the broader extension assignment. They and the other narrowly but intensively trained agricultural technicians bore the name of specialists. For those who obtained their advanced C.D. degrees in the Missouri program, this was somewhat of a misnomer becaues they were widely trained in a number of academic disciplines and thus developed some competence for bringing inputs from various academic specialities to bear on problem issues that they regularly encounter in the field. With job satisfaction at issue the possibility of agriculture and C.D. specialist differences was posed.

It was in this type of extension setting that all agricultural and community development specialists in the state were asked to complete questionnaires from which the data for this report was obtained. The 127 agricultural specialists and the 29 C.D. specialists who responded constituted 92% and 83%, respectively, of those assigned to field positions during the late summer and fall of 1977.

III. The Occupational Choice Issue

In a society where about everybody is expected to get a job and most do, where the known consequences of occupational choice are varied and many, and where people are relatively free to choose the ones they wish to enter, choices are likely to be made on the basis of a variety of reasons, many of which relate to the occupation itself and the working conditions with which it is associated. Then having made a choice people may be expected to derive varying degrees of satisfaction from what they do in the work they have chosen.

Previous studies have shown that the following figure strongly in the occupational choices that people make:

1. Beginning pay.
2. Chances for advancement.
3. Where the work will be done, i.e. in an office or outside in the fresh air and sunshine.
4. Whether one will be working primarily with people, things, tools, or machines.
5. The kind of people with whom one will be associated.
6. Whether the job involves mostly using one's mind or one's body (physical).
7. The management and creativity opportunities that it offers, i.e. for managing people, money, things or other resources.
8. The humanistic nature of the job including the opportunity for becoming involved in developmental work.
9. The opportunity that it offers for self fulfillment, i.e.
   a. a high degree of freedom to choose what to do and when.
   b. how own interests and abilities fit in.
10. How much security of tenure the job will provide and a good retirement plan.
11. The opportunity that it provides for selling ideas or things or both.
12. Opportunities for upward mobility, some indicator of which are "how important that people think a job is", i.e. the prestige of the position; beginning pay and opportunity for advancement.

13. Finally there are situational reasons like "nothing else was available" or health considerations, getting an extra job for the spouse, the appeal of a particular location, or the attraction of being near relatives.

These considerations were specifically stated in pseudo Q-sort form for respondents to rate in terms of their relative importance in their occupational chioces (Kerlinger, 1973).[1/] These statements; 23 in number were previously rated by male high school seniors and university freshman at the University of Missouri-Columbia in terms of how they viewed them in an ideal occupational sense (Lionberger and Heifner, 1969).[2/] In this study, the community development and agricultural specialists rated them in terms of their relative importance when first entering extension work. A list of similar qualities were also rated in terms of their current job satisfaction.

What High School Seniors and College Freshmen Are Looking For

The earlier study of male high school seniors and university freshmen selected for diversity of views revealed four idealized views of an occupation; namely, materialistic doer, management creativity, extrinsic reward and personality fulfillment.

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1. Respondents were asked to check one of the four alternatives from "not a consideration" to "very important". Then they were also asked to pick up items which they thought to be most important, 2nd and 3rd most important. This provided a seven category range for rating to which names were subsequently assigned.

2. The occupational views of senior high school girls at the time were too diffuse to yield any factors defined in terms of the ideal.

The occupational attributes emphasized by these types as representing the ideal as they saw it were as follows (Lionberger and Heifner, 1969):

1. Materialistic-Doer--work requiring much phsical activity, work out-of doors, working with things, work involving much use of tools and machines.
2. Management-Creativity--work that requires managing of and responsibility for people and money, the people with whom one would associate, selling idea s or things, working with people, work that requires considerable thought and development of ideas.
3. Extrinsic Reward--good retirement plan, good beginning pay, chance for advancement, being able to keep the job as long as desired, jobs available in the field.
4. Personality Fulfillment--service to humanity, how own interests and abilities fit in, how important people feel the occupation is, people with whom one would associate.

Some of the University of Missouri-Columbia campus seniors from the 1965 freshman class either would have been taking extension jobs about four years later or would have been entering graduate school looking to such extension assignments.

IV. What the Extension Specialists Were Looking For:

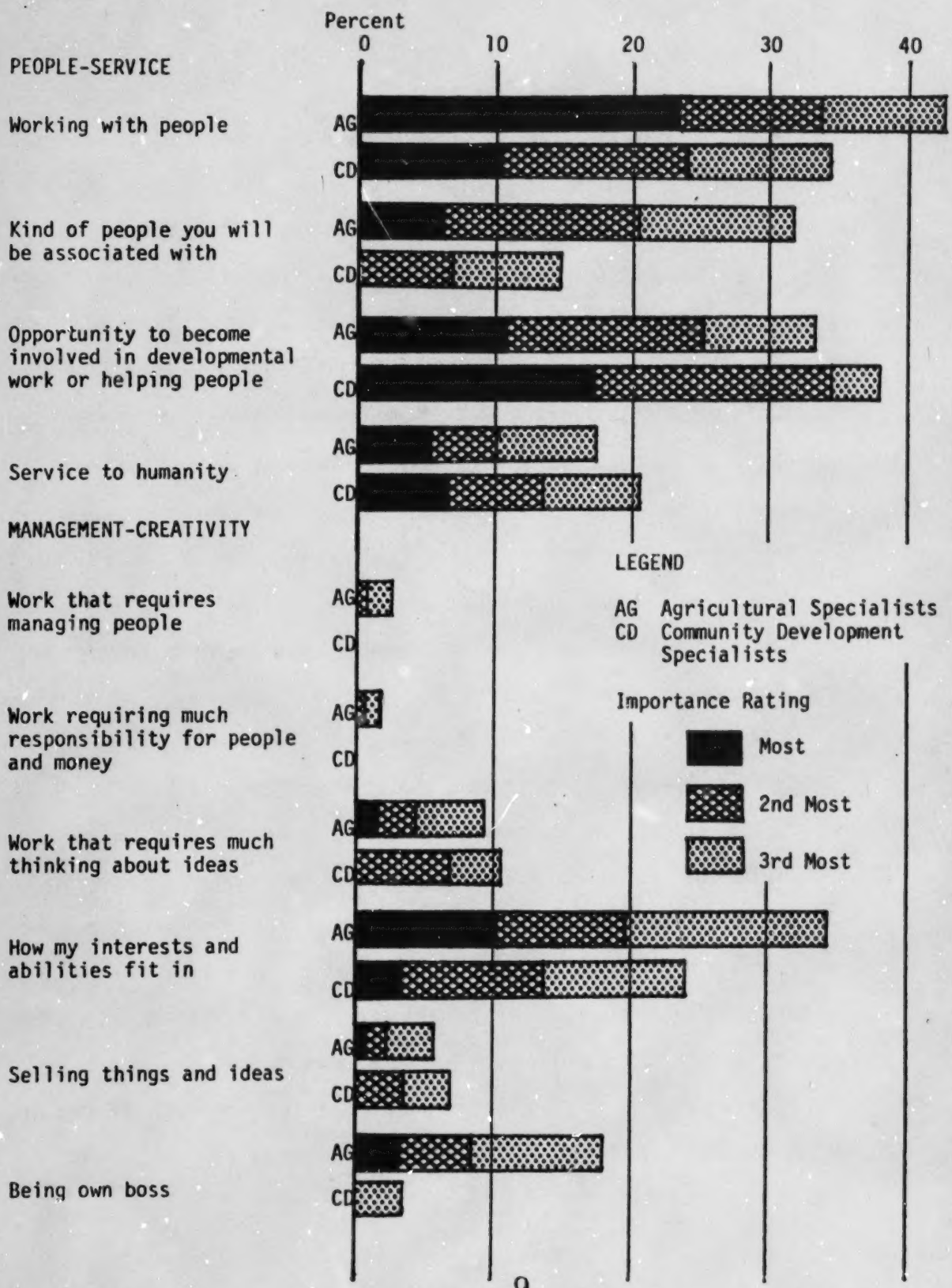
The first question raised in this study specifically relating to these specialists was the extent to which they emphasized each of the occupational attributes as reasons for entering extension work. The responses

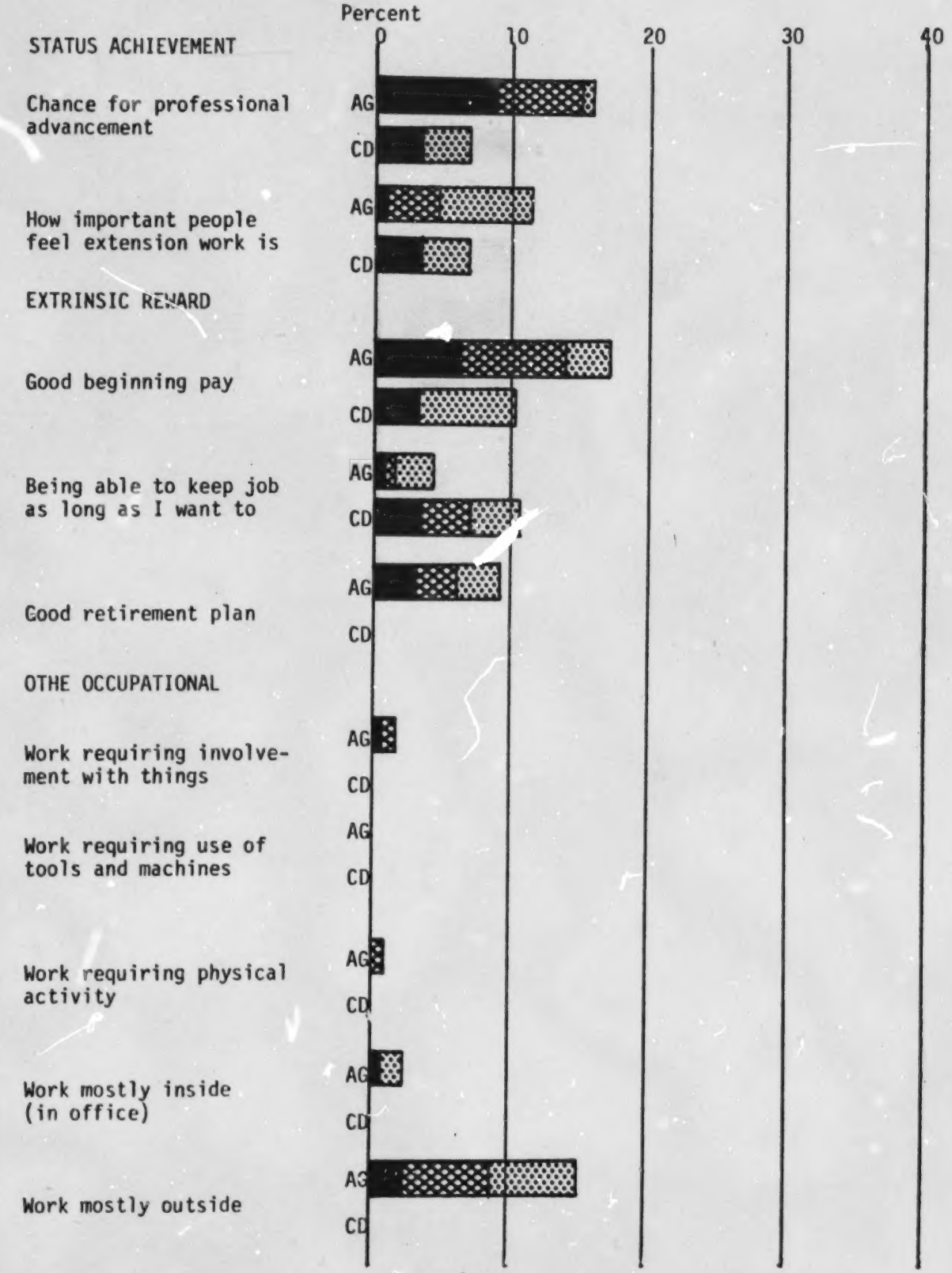
of agricultural specialists are present in Table 1a and those of community development specialists in Table 1b.

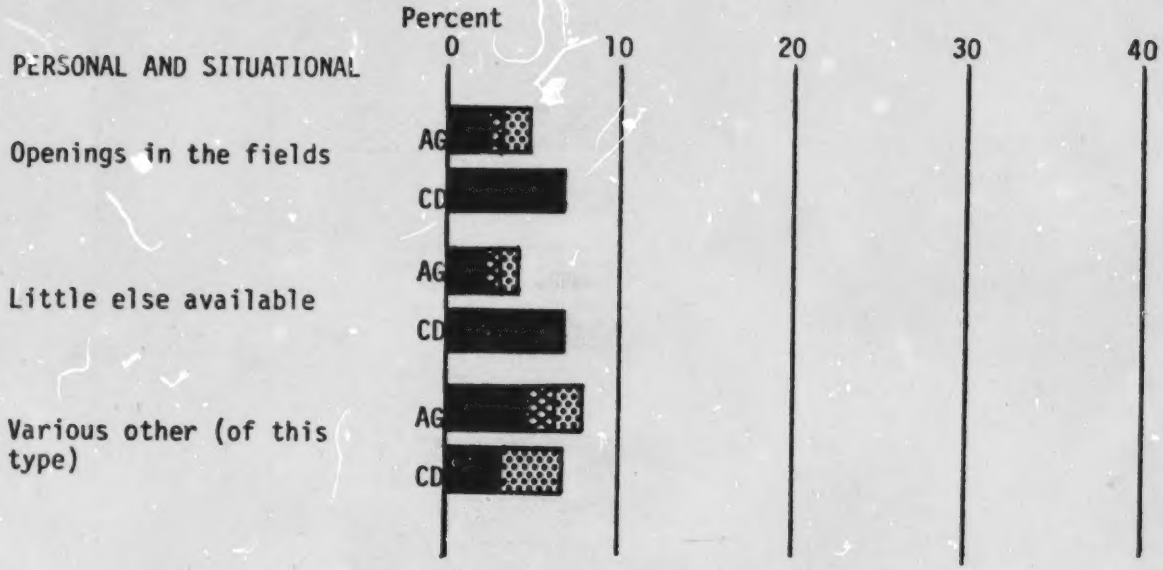
Looking first at matters that were not a consideration, work that required much work with tools and machines headed the "not a consideration" list for both agricultural specialists (62.2%) and C.D. specialists, (72.4%). Other than the escapest "little else available" reason, work requiring much physical labor came next on the"not a consideration" list for both. Percentage for C.D. specialists (55.2%) was a little higher than for agricultural specialists (40.2%). Another occupational attribute at the low end of the continuum upon which there was substantial agreement was the opportunity to manage people. The percentage was a little higher for C.D. (75.8%) than for agricultural specialists (58.3%). A great majority of both regarded work that required much responsibility for people and money of little or no importance. Three fourths or more in each case regarded working inside, presumably in an office, of little or less importance. But this was in great contrast to the matter of working outside where almost 90% of the agricultural specialists rated this important or higher compared to 58.7% of the C.D. specialists who rated this little or of less importance.

Items seen as important or higher by over 80 percent of the agricultural specialists were working out of doors, service to humanity, how own interest and ability fit in, kind of people likely to work with, and opportunity to be involved in development work. Other items like beginning pay, chance for advancement, keep job as long as wanted, how important people feel the job is, good retirement plan, being own boss, openings in the field, selling ideas and things also were seen by over 50% of the specialists as important.

FIGURE 1: IMPORTANCE ATTACHED TO OCCUPATIONAL ATTRIBUTES BY AGRICULTURAL AND COMMUNITY DEVELOPMENT SPECIALISTS IN CHOOSING EXTENSION WORK




Percent
0
10
20
30
40
STATUS ACHIEVEMENT
Chance for professional advancement
AG
CD
How important people feel extension work is
AG
CD
EXTRINSIC REWARD
Good beginning pay
AG
CD
Being able to keep job as long as I want to
AG
CD
Good retirement plan
AG
CD
OTHE OCCUPATIONAL
Work requiring involvement with things
AG
CD
Work requiring use of tools and machines
AG
CD
Work requiring physical activity
AG
CD
Work mostly inside (in office)
AG
CD
Work mostly outside
AG
CD


Percent
0
10
20
30
40
PERSONAL AND SITUATIONAL
Openings in the fields
AG
CD
Little else available
AG
CD
Various other (of this type)
AG
CD

Now switching to the very important end of the continuum, two considerations stand out as by far the most important, namely, working with people and opprtunity to become involved in developmental work, the last of which carries an additional human betterment connotation(Figure 1). 34.2% of the C.D. specialists regarded opportunity to become involved in developmental work as most and second most important to head the importance list for them. For agricultural specialists the percentage was 25.2. The first and second most important considerations for each on the working with people attribute were 34.0% for agricultural specialists and 24.1% for those in C.D. If we add to these first or second most important considerations for entering extension work, service to humanity (10.2% for agricultural specialist and 13.8% for C.D. specialists) a predominant humanitarian people orientation is apparent. For the rank and file of the extension staff, some mix of these far outweigh any other meaningful occupational attribute aggregate likely to be operative in the occupational choices that people make.

A second combination of attributes that figure strongly with status achievement or upward social mobility perhaps includes beginning pay, but certainly "chances for advancement" and "the kind of people you will likely be associated with". There are, of course, other reasons than social climbing to be concerned about who one works with, but one can hardly climb socially without associating with the "right" people. First we should note the very small percentages giving first or even second choice to any one of these occupational attributes. However, on all indicators agricultural specialists were far more concerned about matters of beginning pay and upward mobility than C.D. specialists. Only 3.4 percent of the C.D. specialists rated "opportunity for advancement" either first or second in importance; in like manner 3.4 percent of the C.D. specialists compared to 9.4 percent of the

agricultural specialists rated "importance that others attach to the occupation" at the first or second importance level. Compared to 15.0% of the agricultural specialists.

For the professions concern for how own abilities and interests fit in is usually an important consideration. The chosen occupation becomes a means of self expression or self fulfillment. Thus it is not surprising that "how my abilities and interests fit in" was second only to humanitarian concerns. If first, second and third most important considerations are combined as indicators, it adds up to 24.0% for C.D. specialists and 33.8% for those in agriculture (See Figure 1). Thus, own interests and abilities become more a for working with people than for status achievement in own occupation.

Comparing old timers (with over 15 years of service) with new timers, they were different in rating beginning pay, chances for advancement, work inside and being own boss. About 72 percent (71.7) of the new timers considered beginning pay as important or higher while only 53.2% of the old timers did so; 80% of the new timers considered being own boss as important or higher compared to 65.5% of the old timers. A little over 28 percent of the new timers gave "work inside" an important or higher rating. Only 15.7% of the older ones did so. Yet comparable figures for "opportunity for advancement was over 75.9% for the old timers and 55.0% for the newer recruits.

Orientation Types in the Choice of Extension

Next we may ask whether the relative importance that the extension staff assigned to reasons for entering extension work were such that they could be classified into relatively homogeneous types, and if so, (1) what the salient

features of these types are, (2) what resemblance, if any, they bear to the idealized views of an occupation held by a freshman student entering the College of Agriculture about twelve years past when many of those presently employed as specialists were making their occupational decisions.

An answer to the first question was sought in a factor analysis of the 23 occupational attributes, Q-sort style, "not important to most important" in their decisions to enter extension work. Of 4, 5 and 7 factor solutions, the five factor solution provided what appeared to be the most internally consistent of the classifications. Also the total variance explained by the solution reached acceptable statistical standards. These factored types were subjectively labeled as people, prestige, development, self fulfillment and status achievement oriented types. Intercorrelations among them ranged from a low of .27 to a high of .71 between development oriented and the people oriented types.

There were no strongly held consensus items (i.e. where the Z-score differences were no greater than one standard score) at the very high end of the least to most important scale which roughly approximated a six standard score range. There was high agreement that such things as work that required much physical activity and use of tools were almost of no importance in their consideration of extension as an occupational choice. There was also high agreement that such considerations as working inside or outside or work that involved the management of or responsibility for people were not high priority considerations. As in all typologizing procedures of this kind, views on which responses varied were central. Thus we turn now to differences in the attributes stressed in making their decisions to enter extension.

The Z or standard score ratings assigned to each of the 23 occupational attributes are recorded in Table 3. Additional information from the program printout that facilitated description were listings from high to low of most discriminating attributes for each of the factored types and those attributes which most distinguished one from another. Since there is no neutral zero point at which attributes could be considered as a negative influence on the one hand and positive on the other, the standard scores reported in Table 3 must be thought of as gradations along a "not important to most important" scale. Thus it is in the type descriptions which follow.

People Orientation. From Table 3 it is clearly evident that extension specialists were first and foremost people oriented. The 3.40 standard score assigned to "working with people" would require almost complete agreement that opportunity to work with people was the most important consideration. Although much lower by comparison they more than others preferred an occupation that would permit thought about ideas.

Although not particularly distinctive from the other groups, they regarded being one's own boss and how own attributes and abilities fit in, high on the importance list. With service to humanity and opportunity to become involved in developmental work also among the important occupational attributes that they were looking for when initially choosing extension work, this combination would seem to indicate that these people oriented specialists were more motivated by humanitarian and service than by self serving intentions.

Prestige. Matters of social status and social climbing seemed to characterize this group of job seekers more than the others. This was indicated by the very high importance they placed on how important they felt that "other people think the job is" and the "kind of people that they would be associated with". Importance attached to these two attributes was followed

closely by a high concern for personal and situational matters not directly related to the qualities of the extension position itself. This was in distinct contrast to all other types for whom occupational attributes of one kind or another were central. Also they exalted the good retirement plan attributed to a priority position equaled only by group 4, respondents concerned strongly with matters of own self-fulfillment.

Development. Opportunity to become involved in developmental work and in helping people far outweighed in importance any other occupational attribute. This supplemented by a strong emphasis on working with people and service to humanity indicates a strong service orientation.

A strong developmental interest at the same time indicates an impatience with the status quo. The change orientation of the group so inferred was further fortified by a high importance attached to becoming involved in selling ideas and things.

Along with these orientations, but not central, were the kind of people one would become associated with. Perhap more importantly concerns with how own abilities and interests fit in and emphasis on work requiring thought about ideas.

Finally, it is no wonder that physical activity, tools, working inside and such matters as "nothing else available" or personal situational matters were virtually off the consideration list as matters to consider in choosing extension work.

Self fulfillment. This orientation displayed a self centeredness not manifest in the other types considered. For them how my interests and abilities fit in and being one's own boss were strong and central. But also high were opportunities to become involved in developmental work and helping people. As for many, such considerations as opportunity

to work with things, tools or inside were of very low priority. Almost as low also was work requiring physical activity.

Status Achievement. Their very high rating on chance for advancement and secondary concern for the kind of people they would be associated with was assumed to justify the status achievement designation. Down the line, but nevertheless of high priority, was the concern with how own interests and abilities would fit in. As for most other types, the fatalistic "little else available: attribute and matters of a personal situational nature were very low on the consideration list.

Views of the Specialists Compared to Those of Entering Freshmen. When compared to the occupational attributes which characterized the materialistic doer, management, creativity, personality fulfillment, occupational orientation types of freshman students, one might expect that the college experience would be likely to decrease the materialistic doer (work outside with things) and the extrinsic reward (meal ticket) views most and either increase or maintain management creativity, and personality fulfillment emphases; also perhaps that the importance attached to humanistic concerns would come more to the fore or if not, these qualities would at least be disproportionately found in those who chose to enter extension work. First and foremost except for a lingering nostalgic feeling about working outside, there was no vestige of the materialistic doer view in the occupational attributes stressed as important in the choice of C.D. and agricultural specialists to enter extension work. Those attributes which characterize the extrinsic reward aspects of an occupation and those that view an occupation essentially as a means to desired ends and thus not inherent in the occupation itself--were relegated to low importance--thus such attributes as good beginning pay, good retirement plan and being able to keep the job as long as one wanted to.

For the management creativity views the results were mixed. Desire to manage or assume responsibility for people or things did not emerge as highly important for any group, nor did any group appear to be unduely excited about intellectual matters. But such peripheral attributes to this idealized view as service to humanity and desire to work with people achieved postiions of dominance in the choice of extension specialists to enter extension.

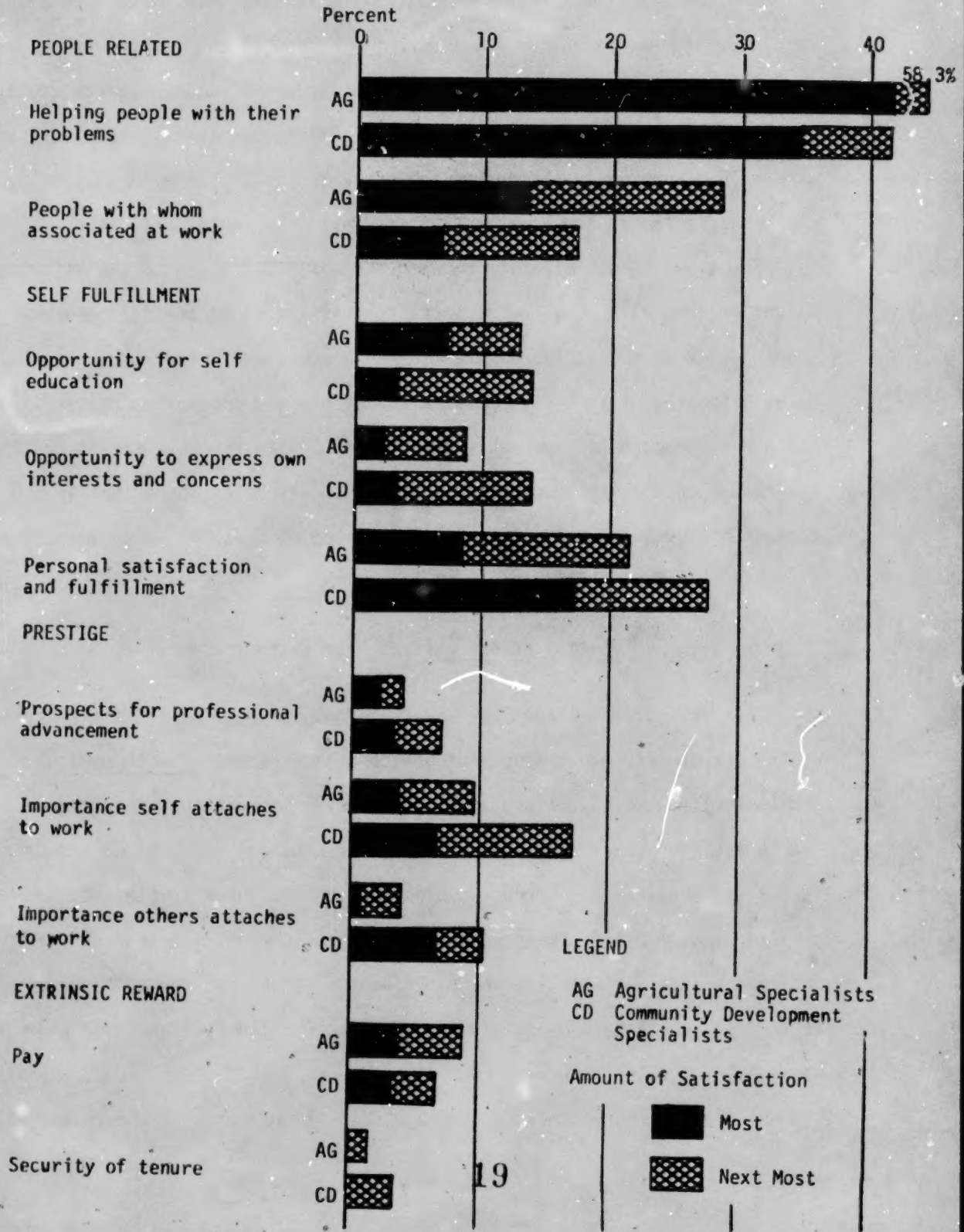
There was some similarity between the self fulfillment orientation type extension specialist and the personality fulfillment of the freshman students. Both had strong desires for an occupational experience that would allow extension of their own personalities into the occupation chosen, thus the strong concern for how own interests and abilities would fit in, but for the extension specialists there was a strong desire for doing this in the context of developmental work and helping people, thus in the context of a strong service orientation.

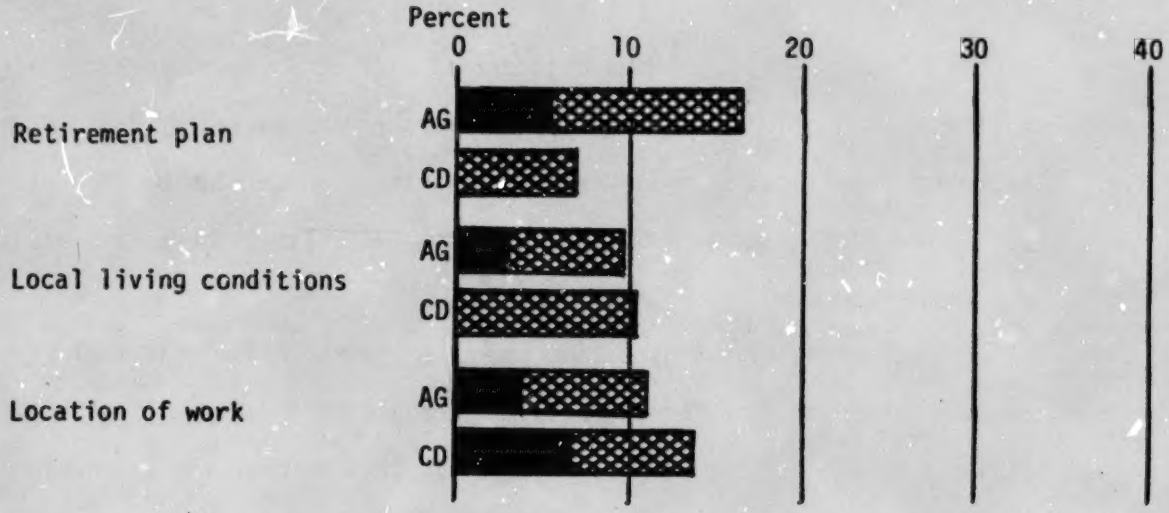
V. Satisfactions Derived From Extension Work

Thus from Tables 4 and 5 we see that "helping people with their problems" was by far the strongest source of on job satisfaction for both Agricultural and Community Development specialists. However, percentages were higher for agriculture specialists (41.8%) than for C.D. (34.7%). If we add "next strongest" mentions to "strongest plus" for agricultural specialists the resulting 58.3% places "helping people with their problems" in a position not even remotely rivaled by any other source. Mentions for this source were at least three times higher than for the second rated "persons with whom they would be associated at work " (See also Figure 2).

Perhaps "personal satisfaction and fulfillment" which was accorded 21.3

FIGURE 2: RELATIVE AMOUNT OF SATISFACTION RECEIVED FROM DESIGNATED SOURCES BY AGRICULTURAL AND COMMUNITY DEVELOPMENT SPECIALISTS




Percent
0
10
20
30
40
Retirement plan
AG
CD
Local living conditions
AG
CD
Location of work
AG
CD

percent of the strongest and next strongest plus mentions would rate third in order. This third order position was further emphasized by 29.1% of the specialists who rated it a strong plus. Another source high on the "strong plus second strongest" list was the importance that they themselves attached to extension work.

For C.D. specialists also, any source of satisfaction that would even remotely rival the first place "helping people with their problems" had to be sought in the "strong plus" category. By this measure the "importance that one attaches to extension work" would best qualify for the third order position. "Pleasure derived from associating with work associates" followed in close order. Other sources high by this secondary measure were the opportunity that the position provided to express own interests and concerns and for own self fulfillment.

Newcomers in agricultural extension (the sixty with less than 15 years of service) derived the greatest work satisfactions from about the same sources as the old timers (those with 15 or more years of service). By substantial margins, the largest proportion of both rated satisfaction from "helping people with their problems", as the strongest plus even though the percent for the older specialists (46.8%) was somewhat higher than for the younger ones (38.4%). But, when the next strongest plus percentages are added to the strongest plus, they even out at about 59.

However, there were some secondary variations. A few more of the younger (33.3%) than the older specialists (25.0%) derived first and second most satisfactions from "persons with whom they were associated at work". By the same criteria, more of the younger specialists than the old (17.4% and 5.3%, respectively) extolled "opportunity for self education".

Conversely, a few more of the older (29.7%) than the younger ones (13.3%)

got first and second most satisfaction from self fulfillment on the job; and as might be expected, from the retirement plan that the job offered, 21.9 and 8.5 percent, respectively.

The two sources of greatest dissatisfaction for the young specialists measured by a most plus second most dissatisfaction criteria were: "pay" (48.4%) and "lack of security of tenure on the job" (41.7%). For the older ones it was "prospects for advancement" first (45.3%) and "pay" (44.6%) second.

For both agricultural and C.D. specialists dissatisfaction centered primrily on three things - (1) prospects for professional advancement, (2) security of tenure, and (3) pay. Over half (51.8%) of the C.D. specialists designated "security of tenure" as their "first plus second" source of dissatisfaction. About an equal number (58.9%) rated "prospects for professional advancement" in this strongly negative position. Pay was at the top of the dissatisfaction list for agricultural specialists (43.3% by the same measure). But "prospects for professional advancement" was a close contender (41.0%). Other than some concern about the importance they thought that others attach to extension work, sources of dissatisfaction were few and obviously greatly overshadowed by satisfactions.

Satisfaction as a Function of Reasons for Choosing Extension as an Occupational Career

Two general questions immediately emerge, namely; (1) what are the primary sources of satisfaction for each type, and (2) how does satisfaction salience compare with chief reason for entering extension work in the first place.

People Oriented. First we look at the occupational expectations that the people oriented specialists had for entering extension. They initially emphasized "opportunity to work with people" most. Although much less important they looked forward to an opportunity for service to humanity and to becoming

involved in developmental work. "Being one's own boss" and "how one's own abilities fit" in were positively rated but not highly salient.

In accord with their initial expectations they got most satisfaction from helping people with their problems. This of course was entirely congruent with the chief concern for getting into extension in the first place. The total of their "strongest and next strongest plus" mentions was 64.8 percent. Just under 30 percent rated "people with whom they would be associated at work" at the same priority level and 28.6 percent on "opportunity to express one's own interests and concerns". Comparable figures for other considerations were 32.3 percent for"personal satisfaction and fulfillment" and 20.6 for "opportunity to express one's own interests and concerns". The last two percentages were the highest for any group. Thus, by and large the initial expectations of the people oriented specialists were fulfilled from satisfactions on the job.

Prestige Oriented. The two most salient reasons for entering extension were the importance the staff interviewed thought others attached to extension and the kinds of people with whom they would be associated at work. But neither provided a high source of satisfaction on the job. Like all other orientation types and by all odds, the satisfaction that comes from helping people with their problems headed the list. This was true even though their 42.2 percent strongest, next strongest figure was substantially lower than for either the people or developmental oriented specialists. Accordingly, they entered extension mostly for one set of reasons and derived their satisfaction from others.

Development Oriented. For them by far the most salient reason for getting into extension was perceived opportunity to become involved in developmental

work. But by all odds and like the people oriented specialists, they got their chief satisfaction from helping people with their problems. Also congruent with their much less important reasons for getting into extension, they derived a lower order of satisfaction (as indicated by the strongest and next strongest mentions) from the opportunity provided to express their own interests and concerns. Thus like the people oriented specialists,the development oriented specialists found satisfaction in basically the same salient reasons as they got into extension for in the first place.

Self Fulfillment Oriented. Top entry considerations for the self fulfillment oriented specialists were, "how their own abilities and interests fit in" and "being one's own boss". "Opportunity to become involved in development work" was of lower order importance, but important nevertheless. To the extent that they sought and expected fulfillment though own education and self expression, the extension assignment did not appear to be highly rewarding. The satisfaction that comes from helping people with their problems was highest for them but lower than for any group. In general,reasons for getting into extension and sources of occupational satisfaction were less congruent for this group than any other and probably at the same time most diffuse.

Status Achievement Oriented. For this group high priority reasons for entering extension were: (1) the chances that they thought extension provided for professional advancement and (2) the people they would be associated with at work. Strong occupational satisfaction came only from the last. Those looking primarily for opportunity for professional advancement in extension apparently found no cause for satisfaction. In fact, prospects for professional advancement and pay were their most and second most salient sources

of dissatisfaction. Again high order satisfaction came mostly from helping people with their problems (42.7% by the most and second most mentions criteria). Thus, for the most part they got into extension for one set of reasons and obtained satisfactions mostly from others.

VI. Summary and Conclusions

The materialistical doer contingent of University of Missouri (Columbia Campus) freshmen who were looking forward to jobs requiring physical activity outdoors and working whith things-tools and machines were notably absent from the subject matter specialists of this study, even though they were numerous among the University of Missouri freshmen in 1966 (Gregory and Lionberger 1967). Indeed it is well that they either changed their minds about what they desire most in an occupation or decided not to enter extension. None of these attributes provided a major source of in position satisfaction or even for the choice of getting into extension in the first place even though some of the agriculture specialists retained a preference for working out of doors.

Factor analysis of the importance of ratings done by the specialists on essentially the same set of occupational attributes initially rated by the University of missouri-Columbia campus freshmen, yielded people, prestige, self fulfillment, development and status achievement orientations as their major reasons for entering extension. No materialist doer type was present. Of these types only the people and the development oriented specialists achieved high on-job staisfactions from the same occupational attributes as those that were rated highest for getting into extension in the first place. Both high priority entry considerations and sources of satisfaction centered

around opportunity to work with people. This was by all odds at the top of the list for both but unexpectedly more agriculturalist than C.D. specialists placed it in the top priority position.

Thus for students who are contemplating a career in extension where they would work directly with people as clients and at the same time hoping to derive high order satisfaction from their work should first and foremost have a very strong desire to work with people in a developmental context. Those entering extension primarily for own self fulfillment, opportunity to learn or quick professional advancement may not find the satisfactions they had hoped for unless satisfaction from their opportunity to help people with their problems either within or outside of a developmental context would serve as a satisfactory substitute. Perhaps those with basically self oriented inclinations could best be advised to seek other occupational alternatives.

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TABLE 1a: AGRICULTURAL SPECIALISTS CLASSIFIED BY THE IMPORTANCE THEY ATTACHED TO REASONS FOR ENTERING EXTENSION WORK IN MISSOURI

Categories and Specific Reasons for Entering Extension Work	Total (%) (N=127)	Importance							
		Not A Consideration	Of Little Importance	Important	Very Important	3rd Most Important	2nd Most Important	Most Important	NA
PEOPLE-SERVICE									
Working with people	100	0.8	4.7	42.3	8.7	8.7	10.2	23.8	0.8
Kind of people you will be associated with	100	1.6	7.9	42.4	14.2	11.0	14.2	6.3	2.4
Opportunity to become involved in developmental work or helping people	100	0.8	7.1	47.2	10.2	7.9	14.2	11.0	1.6
Service to humanity	100	3.0	9.4	60.0	11.0	7.1	4.7	5.5	2.4
MANAGEMENT-CREATIVITY									
Work that requires managing people	100	20.5	37.8	32.3	3.1	1.6	0.8	0.0	3.9
Work requiring much responsibility for people and money	100	16.5	36.3	35.4	6.3	0.8	0.8	0.0	3.9
Work that requires much thinking about ideas	100	3.1	11.0	62.2	12.6	4.7	2.4	1.6	2.4

TABLE 1a: (Cont'd)

Categories and Specific Reasons for Entering Extension Work	Total (%) (N=127)	Importance							
		Not A Consideration	Of Little Importance	Important	Very Important	3rd Most Important	2nd Most Important	Most Important	NA
How my interests and abilities fit in	100	1.6	3.1	47.3	13.4	14.2	9.4	10.2	0.8
Selling things and ideas	100	7.1	22.0	52.0	10.2	3.1	1.6	0.8	3.2
Being own boss	100	6.3	19.7	41.0	12.6	9.4	5.5	3.1	2.4
STATUS ACHIEVEMENT									
Chance for professional advancement	100	10.2	22.0	44.1	4.7	0.8	6.3	8.7	3.2
How important people feel extension work is	100	7.9	24.4	52.0	3.9	5.5	3.9	0.8	1.6
EXTRINSIC REWARD									
Good beginning pay	100	11.0	26.0	41.7	1.6	3.1	7.9	6.3	2.4
Being able to keep the job as long as I want to	100	11.8	26.8	45.5	7.9	2.4	0.8	0.8	4.0
Good retirement plan	100	9.4	23.6	52.2	3.9	3.1	3.1	3.1	1.6

TABLE 1a: (Cont'd)

Categories and Specific Reasons for Entering Extension Work	Total (%) (N=127)	Importance							
		Not A Consideration	Of Little Importance	Important	Very Important	3rd Most Important	2nd Most Important	Most Important	NA
OTHER OCCUPATIONAL									
Work requiring									
Involvement with things	100	24.4	29.9	37.0	4.7	0.0	0.8	0.8	2.4
Use of tools and machines	100	62.2	29.9	4.7	0.8	0.0	0.0	0.0	2.4
Physical activity	100	40.2	43.2	12.6	0.8	0.0	0.8	0.0	2.4
Work mostly inside (in office)	100	22.0	52.7	19.7	0.0	1.6	0.0	0.8	3.2
Work mostly outside	100	0.8	9.4	59.8	13.4	6.3	6.3	2.4	1.6
PERSONAL AND SITUATIONAL									
Openings in the field	100	7.1	28.3	54.3	3.9	1.6	0.8	2.4	1.6
Little else available	100	49.5	33.9	9.4	0.0	0.8	0.8	2.4	3.2
Various other (of this type)	100	34.6	34.6	17.3	2.4	1.6	1.6	4.7	3.2

TABLE 1b: C.D. SPECIALISTS CLASSIFIED BY THE IMPORTANCE THEY ATTACHED TO REASONS FOR ENTERING EXTENSION WORK IN MISSOURI

Categories and Specific Reasons for Entering Extension Work	Total (%) (N= 29)	Importance							
		Not A Consideration	Of Little Importance	Important	Very Important	3rd Most Important	2nd Most Important	Most Important	NA
PEOPLE-SERVICE									
Working with people	100	3.4	0.0	27.6	34.5	10.3	13.8	10.3	0.0
Kind of people you will be associated with	100	0.0	6.9	62.1	17.2	6.9	6.9	0.0	0.0
Opportunity to become involved in developmental work or helping people	100	0.0	6.9	41.5	13.8	3.4	17.2	17.2	0.0
Service to humanity	100	3.4	6.9	34.5	31.0	6.9	6.9	6.9	3.4
MANAGEMENT-CREATIVITY									
Work that requires managing people	100	17.2	58.8	17.2	3.4	0.0	0.0	0.0	3.4
Work requiring much responsibility for people and money	100	27.6	31.0	34.6	3.4	0.0	0.0	0.0	3.4
Work that requires much thinking about ideas	100	3.4	17.2	34.6	34.5	3.4	6.9	0.0	0.0

TABLE 1b: (Cont'd)

Categoreis and Specific Reasons for Entering Extension Work	Total (%) (N= 29)	Importance: Not A Consideration	Of Little Importance	Important	Very Important	3rd Most Important	2nd Most Important	Most Important	NA
How my interest and abilities fit in	100	0.0	3.4	38.0	34.6	10.3	10.3	3.4	0.0
Selling things and ideas	100	13.8	17.2	45.0	13.8	3.4	3.4	0.0	3.4
Being own boss	100	3.4	20.7	45.0	24.1	3.4	0.0	0.0	3.4
STATUS ACHIEVEMENT									
Chance for professional advancement	100	10.3	24.2	38.1	17.2	3.4	0.0	3.4	3.4
How important people feel extension work is	100	13.8	17.2	48.4	6.9	3.4	0.0	3.4	6.9
EXTRINSIC REWARD									
Good beginning pay	100	17.2	31.1	38.0	0.0	6.9	0.0	3.4	3.4
Being able to keep the job as long as I want to	100	20.8	10.3	38.1	17.2	3.4	3.4	3.4	3.4
Good retirement plan	100	17.2	24.1	48.4	6.9	0.0	0.0	0.0	3.4

TABLE 1b: (Cont'd)

Categories and Specific Reasons for Entering Extension Work	Total (%) (N=)	Importance: Not A Consideration	Of Little Importance	Important	Very Important	3rd Most Important	2nd Most Important	Most Important	NA
OTHER OCCUPATIONAL									
Work requiring									
Involvement with things	100	41.4	38.0	17.2	0.0	0.0	0.0	0.0	3.4
Use of tools and machines	100	72.6	17.2	3.4	3.4	0.0	0.0	0.0	3.4
Physical activity	100	55.3	27.6	10.3	3.4	0.0	0.0	0.0	3.4
Work mostly inside (in office)	100	31.0	51.8	6.9	6.9	0.0	0.0	0.0	3.4
Work mostly outside	100	31.1	27.6	27.6	10.3	0.0	0.0	0.0	3.4
PERSONAL AND SITUATIONAL									
Openings in the field	100	3.4	31.1	34.5	20.7	0.0	0.0	6.9	3.4
Little else available	100	51.8	24.1	13.8	0.0	0.0	0.0	6.9	3.4
Various other (of this type)	100	34.6	24.2	20.7	3.4	3.4	0.0	3.4	10.3

TABLE 2a: AGRICULTURAL SPECIALISTS WITH LESS THAN 15 YEARS SERVICE CLASSIFIED BY THE IMPORTANCE THEY ATTACHED TO REASONS FOR ENTERING EXTENSION WORK IN MISSOURI

Categories and Specific Reasons for Entering Extension Work	Total (%) (N=60)	Importance							
		Not A Consider-ation	Of Little Impor-tance	Impor-tant	Very Impor-tant	3rd Most Impor-tant	2nd Most Impor-tant	Most Impor-tant	NA
PEOPLE-SERVICE									
Working with people	100	1.7	1.7	43.3	8.3	10.0	10.0	25.0	0.0
Kind of people you will be associated with	100	1.7	11.7	46.6	10.0	11.7	13.3	3.3	1.7
Opportunity to become involved in developmental work or helping people	100	1.7	8.3	50.0	5.0	6.7	13.3	15.0	0.0
Service to humanity	100	3.3	11.7	56.7	8.3	8.3	6.7	3.3	1.7
MANAGEMENT-CREATIVITY									
Work that requires managing people	100	20.0	33.3	35.1	5.0	3.3	0.0	0.0	3.3
Work requiring much responsibility for people and money	100	15.0	41.7	35.0	3.3	1.7	0.0	0.0	3.3
Work that requires much thinking about ideas	100	6.7	6.7	64.9	11.7	3.3	3.3	1.7	1.7

TABLE 2a (Cont'd)

Categories and Specific Reasons for Entering Extension Work	Total (%) (N=60)	Importance							
		Not A Consider-ation	Of Little Impor-tance	Impor-tant	Very Impor-tant	3rd Most Impor-tant	2nd Most Impor-tant	Most Impor-tant	NA
How my interests and abilities fit in	100	3.3	5.0	36.7	23.3	16.7	8.3	6.7	0.0
Selling things and ideas	100	6.7	28.3	48.3	10.0	3.3	1.7	0.0	1.7
Being own boss	100	3.3	16.7	46.7	16.7	8.3	3.3	5.0	0.0
STATUS ACHIEVEMENT									
Chance for professional advancement	100	15.0	28.3	36.6	6.7	0.0	5.0	6.7	1.7
How important people feel extension work is	100	13.3	23.3	58.4	3.3	1.7	0.0	0.0	0.0
EXTRINSIC REWARD									
Good beginning pay	100	6.7	20.0	43.2	1.7	5.0	11.7	10.0	1.7
Being able to keep job as long as I want to	100	13.3	25.0	43.3	10.0	1.7	1.7	1.7	3.3
Good retirement plan	100	11.7	20.0	60.0	1.7	3.3	3.3	0.0	0.0

TABLE 2a: (Cont'd)

Categories and Specific Reasons for Entering Extension Work	Total (%) (N=60)	Importance							
		Not A Consider-ation	Of Little Impor-tance	Impor-tant	Very Impor-tant	3rd Most Impor-tant	2nd Most Impor-tant	Most Impor-tant	NA
OTHER OCCUPATIONAL									
Work requiring involve-ment with things	100	25.0	31.6	30.0	8.3	0.0	1.7	1.7	1.7
Work requiring use of tools and machines	100	63.3	28.3	6.7	0.0	0.0	0.0	0.0	1.7
Work requiring physical activity	100	46.6	40.0	11.7	0.0	0.0	0.0	0.0	1.7
Work mostly inside (in office)	100	15.0	56.6	26.7	0.0	1.7	0.0	0.0	0.0
Work mostly outside	100	1.7	11.7	61.6	8.3	5.0	10.0	1.7	0.0
PERSONAL AND SITUATIONAL									
Openings in the field	100	5.0	31.7	56.6	3.3	0.0	0.0	1.7	1.7
Little else available	100	46.6	36.7	8.3	0.0	1.7	1.7	5.0	0.0
Various other (of this type)	100	26.7	39.9	18.3	3.3	1.7	1.7	6.7	1.7

TABLE 2b: AGRICULTURAL SPECIALISTS CLASSIFIED WITH 15 OR MORE YEARS TENURE BY THE IMPORTANCE THEY ATTACHED TO REASONS FOR ENTERING EXTENSION WORK

Categories and Specific Reasons for Entering Extension Work	Total (%) (N=64)	Importance							
		Not A Consider-ation	Of Little Impor-tance	Impor-tant	Very Impor-tant	3rd Most Impor-tant	2nd Most Impor-tant	Most Impor-tant	NA
PEOPLE-SERVICE									
Working with people	100	0.0	7.8	42.2	9.4	7.8	10.9	20.3	1.6
Kind of people you will be associated with	100	1.6	4.7	37.4	18.8	9.4	15.6	9.4	3.1
Opportunity to become involved in development work or helping people	100	0.0	6.3	43.7	15.6	9.4	14.1	7.8	3.1
Service to humanity	100	4.7	7.8	53.1	14.1	6.3	3.1	7.8	3.1
MANAGEMENT-CREATIVITY									
Work that requires managing people	100	18.8	42.1	31.2	1.6	0.0	1.6	0.0	4.7
Work requiring much responsibility for people and money	100	17.2	32.8	35.9	9.4	0.0	0.0	0.0	4.7
Work that requires much thinking about ideas	100	0.0	14.1	59.2	14.1	6.3	1.6	1.6	3.1

TABLE 2b: (Cont'd)

Categories and Specific Reasons for Entering Extension Work	Total (%) (N=64)	Importance							
		Not A Consider-ation	Of Little Impor-tance	Impor-tant	Very Impor-tant	3rd Most Impor-tant	2nd Most Impor-tant	Most Impor-tant	NA
How my interests and abilities fit in	100	0.0	1.6	56.2	4.7	10.9	10.9	14.1	1.6
Selling things and ideas	100	7.8	15.6	54.7	10.9	3.1	1.6	1.6	4.7
Being own boss	100	7.8	21.9	35.9	9.4	10.9	7.8	1.6	4.7
STATUS ACHIEVEMENT									
Chance for profes-sional advancement	100	4.7	15.6	51.6	3.1	1.6	7.8	10.9	4.7
How important people feel extension work is	100	3.1	26.6	45.3	4.7	7.8	7.8	1.6	3.1
EXTRINSIC REWARD									
Good beginning pay	100	15.6	28.1	42.2	1.6	1.6	4.7	3.1	3.1
Being able to keep the job as long as I want to	100	9.4	26.6	49.9	6.3	3.1	0.0	0.0	4.7
Good retirement plan	100	6.3	26.6	45.2	6.3	3.1	3.1	6.3	3.1

TABLE 2b: (Cont'd)

Categories and Specific Reasons for Entering Extension Work	Total (%) (N=64)	Importance							
		Not A Consider-ation	Of Little Impor-tance	Impor-tant	Very Impor-tant	3rd Most Impor-tant	2nd Most Impor-tant	Most Impor-tant	NA
OTHER OCCUPATIONAL									
Work requiring involvement with things	100	23.4	29.7	42.2	1.6	0.0	0.0	0.0	3.1
Working requiring use of tools and machines	100	60.9	32.8	1.6	1.6	0.0	0.0	0.0	3.1
Work requiring physical activity	100	32.8	48.4	14.1	1.6	0.0	0.0	0.0	3.1
Work mostly inside (in office)	100	28.1	49.9	14.1	0.0	1.6	0.0	0.0	6.3
Work mostly outside	100	0.0	7.8	56.3	18.8	7.8	3.1	3.1	3.1
PERSONAL AND SITUATIONAL									
Openings in the field	100	9.4	25.0	51.5	4.7	3.1	1.6	3.1	1.6
Little else available	100	53.1	29.7	10.9	0.0	0.0	0.0	0.0	6.3
Various other (of this type)	100	43.7	28.1	15.6	1.6	1.6	1.6	3.1	4.7

TABLE 3: Z-SCORE IMPORTANCE RATINGS ASSIGNED TO OCCUPATIONAL ATTRIBUTES AS REASONS FOR ENTERING EXTENSION BY AGRICULTURAL AND C.D. SPECIALISTS IN EXTENSION CLASSIFIED BY FACTORED TYPES FOR ENTRY

Occupational Attributes (Kinds and Specifics)	Factored Types				
	People Oriented (z-score)	Prestige Oriented (z-score)	Development Oriented (z-score)	Self Fulfillment Oriented (z-score)	Status Achievement Oriented (z-score)
PEOPLE-SERVICE					
Working with people	3.40	0.30	1.64	0.38	1.55
Kind of people you will be associated with	0.42	1.98	0.53	-0.28	1.71
Service to humanity	0.63	0.03	1.58	0.13	0.26
MANAGEMENT-CREATIVITY					
Work that requires managing people	-0.71	-0.81	-0.28	-0.83	-0.34
Work requiring much responsibility for people and money	-0.67	-0.53	-0.33	-0.57	-0.89
Work that requires much thinking about ideas	1.00	0.49	0.43	0 70	-0.02
How my interests and abilities fit in	0.66	0.81	0.51	2.09	1.39
Selling things and ideas	0.31	-1.08	0.71	-0.65	0.11
Being own boss	0.77	-0.46	-0.03	1.98	0.12
STATUS ACHIEVEMENT					
Chance for professional advancement	-0.13	-0.49	0.15	-0.59	2.62
How important people feel extension work is	0.34	2.02	0.22	-0.34	-0.33

TABLE 3: (Cont'd)

Occupational Attributes (Kinds and Specifics)	Factored Types				
	People Oriented (z-score)	Prestige Oriented (z-score)	Development Oriented (z-score)	Self Fulfillment Oriented (z-score)	Status Achievement Oriented (z-score)
EXTRINSIC REWARD					
Good beginning pay	-0.33	-1.10	-0.36	0.41	0.50
Being able to keep the job as long as I want to	0.00	0.96	-0.45	1.31	-0.62
Good retirement plan	-0.01	0.95	-0.38	-0.18	0.02
OTHER OCCUPATIONAL					
Work requiring-					
Working with things	-0.52	-1.30	-0.77	-1.27	-0.95
Use of tools and manchines	-1.29	-1.89	-1.14	-1.36	-1.29
Physical activities	-1.06	-1.17	-1.07	-1.04	-0.95
Work mostly inside (in office)	-1.01	-0.47	-1.01	-1.20	-0.60
Work mostly out of doors	0.28	0.13	-0.55	-0.59	-0.16
PERSONAL AND SITUATIONAL					
Openings in the field	0.02	0.53	-0.22	0.85	-0.26
Little else available	-1.37	-0.21	-1.27	-0.28	-1.16
Various other (of this type)	-1.16	1.16	-0.91	-0.35	-1.24

TABLE 4: PERCENT OF AGRICULTURAL SPECIALISTS CLASSIFIED BY AMOUNT OF PRESENT OCCUPATIONAL SATISFACTION FROM DESIGNATED SOURCES

Source	Total (%) (N=127)	Amount of Dissatisfaction - Satisfaction								
		Strongest Negative	Next Strongest Negative	Negative	Neither Plus or Minus	Moderate Plus	Strong Plus	Next Strongest Plus	Strongest Plus	NA
PEOPLE RELATED										
Helping people with their problems	100	0.0	0.8	0.0	1.6	22.8	15.7	16.5	41.8	0.8
People with whom associated at work	100	0.0	2.4	0.0	5.5	38.5	23.6	15.0	13.4	1.6
SELF FULFILLMENT										
Opportunity for self education	100	1.6	2.4	0.0	12.6	48.0	22.0	5.5	7.1	0.8
Opportunity to express own interests and concerns	100	1.6	1.6	1.6	8.7	50.2	26.8	6.3	2.4	0.8
Personal satisfaction and fulfillment	100	0.0	0.0	0.8	5.5	42.5	29.1	12.6	8.7	0.8
PRESTIGE										
Prospects for professional advancement	100	20.5	20.5	3.1	17.3	32.2	1.6	1.6	2.4	0.8
Importance self attaches to work	100	1.6	1.6	0.0	8.7	42.5	34.6	5.5	3.9	1.6
Importance others attach to work	100	9.4	7.9	1.6	13.4	45.7	17.3	3.1	0.8	0.8

TABLE 4: (Cont'd)

Source	Total (%) (N=)	Amount of Dissatisfaction - Satisfaction								
		Strongest Negative	Next Strongest Negative	Negative	Neither Plus or Minus	Moderate Plus	Strong Plus	Next Strongest Plus	Strongest Plus	NA
EXTRINSIC REWARD										
Pay	100	28.4	15.0	3.1	12.6	26.8	4.7	3.9	3.9	1.6
Security of Tenure	100	18.1	12.6	7.1	15.0	29.0	14.2	1.6	0.0	2.4
Retirement Plan	100	1.6	5.5	1.6	7.1	47.2	18.9	11.0	5.5	1.6
Local living conditions	100	4.7	7.9	4.7	13.4	34.7	24.4	6.3	3.1	0.8
Location of work	100	3.9	7.1	0.8	12.6	37.8	25.2	7.1	3.9	1.6

TABLE 5: PERCENT OF C.D. SPECIALISTS CLASSIFIED BY AMOUNT OF PRESENT OCCUPATIONAL SATISFACTION FROM DESIGNATED SOURCES

Source	Total (%) (N=29)	Amount of Dissatisfaction - Satisfaction								
		Strongest Negative	Next Strongest Negative	Negative	Neither Plus or Minus	Moderate Plus	Strong Plus	Next Strongest Plus	Strongest Plus	NA
PEOPLE RELATED										
Helping people with their problems	100	3.4	0.0	0.0	6.9	27.6	20.7	6.9	34.7	0.0
People with whom associated at work	100	0.0	0.0	3.4	6.9	27.6	44.9	10.3	6.9	0.0
SELF FULFILLMENT										
Opportunity for self education	100	0.0	3.4	0.0	17.2	34.7	27.6	10.3	3.4	3.4
Opportunity to express own interests and concerns	100	0.0	3.4	0.0	6.9	31.0	41.6	10.3	3.4	3.4
Personal satisfaction and fulfillment	100	0.0	3.4	0.0	3.4	38.1	27.6	10.3	17.2	0.0
PRESTIGE										
Prospects for professional advancement	100	31.2	20.7	6.9	13.8	10.3	10.3	3.4	3.4	0.0
Importance self attaches to work	100	0.0	0.0	0.0	3.4	24.1	51.7	10.3	6.9	3.4
Importance others attach to work	100	3.4	13.8	3.4	31.2	24.1	13.8	3.4	6.9	0.0

TABLE 5: (Cont'd)

Source	Total (%) (N=)	Amount of Dissatisfaction - Satisfaction								
		Strongest Negative	Next Strongest Negative	Negative	Neither Plus or Minus	Moderate Plus	Strong Plus	Next Strongest Plus	Strongest Plus	NA
EXTRINSIC REWARD										
Pay	100	17.2	10.3	3.4	20.8	34.7	3.4	3.4	3.4	3.4
Security of Tenure	100	31.1	20.7	6.9	13.8	17.2	6.9	3.4	0.0	0.0
Retirement Plan	100	0.0	3.4	3.4	13.8	38.1	31.0	6.9	0.0	3.4
Local Living Conditions	100	0.0	6.9	3.4	17.2	41.6	17.2	10.3	0.0	3.4
Location of Work	100	3.4	3.4	3.4	6.9	45.0	20.7	6.9	6.9	3.4

TABLE 6a: PERCENT OF AGRICULTURAL SPECIALISTS WITH LESS THAN 15 YEARS TENURE CLASSIFIED BY AMOUNT OF PRESENT OCCUPATIONAL SATISFACTION FROM DESIGNATED SOURCES

Source	Total (%) (N=60)	Amount of Dissatisfaction - Satisfaction								
		Strongest Negative	Next Strongest Negative	Negative	Neither Plus or Minus	Moderate Plus	Strong Plus	Next Strongest Plus	Strongest Plus	NA
PEOPLE RELATED										
Helping people with their problems	100	0.0	0.0	0.0	3.3	23.3	15.0	20.0	38.4	0.0
People with whom associated at work	100	0.0	1.7	0.0	11.7	38.3	15.0	15.0	18.3	0.0
SELF FULFILLMENT										
Opportunity for self education	100	0.0	0.0	0.0	13.3	46.6	21.7	6.7	11.7	0.0
Opportunity to express own interests and concerns	100	0.0	0.0	1.7	11.7	56.6	20.0	6.7	3.3	0.0
Personal satisfaction and fulfillment	100	0.0	0.0	1.7	10.0	43.3	31.7	8.3	5.0	0.0
PRESTIGE										
Prospects for professional advancement	100	15.0	21.7	3.3	20.0	31.6	1.7	1.7	5.0	0.0
Importance self attaches to work	100	1.7	0.0	0.0	10.0	48.3	30.0	6.7	3.3	0.0
Importance others attach to work	100	11.7	5.0	1.7	13.3	55.0	8.3	5.0	0.0	0.0

TABLE 6a: (Cont'd)

Source	Total (%) (N= 60)	Amount of Dissatisfaction - Satisfaction								
		Strongest Negative	Next Strongest Negative	Negative	Neither Plus or Minus	Moderate Plus	Strong Plus	Next Strongest Plus	Strongest Plus	NA
EXTRINSIC REWARD										
Pay	100	30.1	18.3	5.0	18.3	18.3	1.7	3.3	3.3	1.7
Security of tenure	100	25.0	16.7	8.3	16.7	24.9	6.7	0.0	0.0	1.7
Retirement plan	100	1.7	6.7	0.0	11.7	56.5	15.0	6.7	1.7	0.0
Local living conditions	100	6.7	6.7	6.7	13.3	38.2	16.7	10.0	1.7	0.0
Location of work	100	0.0	5.0	1.7	18.3	41.6	21.7	6.7	5.0	0.0

TABLE 6b: PERCENT OF AGRICULTURAL SPECIALISTS WITH 15 OR MORE YEARS TENURE CLASSIFIED BY AMOUNT OF PRESENT OCCUPATIONAL SATISFACTION FROM DESIGNATED SOURCES

Source	Total (%) (N=64)	Amount of Dissatisfaction - Satisfaction								
		Strongest Negative	Next Strongest Negative	Negative	Neither Plus or Minus	Moderate Plus	Strong Plus	Next Strongest Plus	Strongest Plus	NA
PEOPLE RELATED										
Helping people with their problems	100	0.0	1.6	0.0	0.0	23.4	14.1	12.5	46.8	1.6
People with whom associated at work	100	0.0	3.1	0.0	0.0	39.1	29.7	15.6	9.4	3.1
SELF FULFILLMENT										
Opportunity for self education	100	1.6	4.7	0.0	12.5	51.4	21.9	4.7	1.6	1.6
Opportunity to express own interests and concerns	100	3.1	3.1	1.6	6.3	43.6	32.8	6.3	1.6	1.6
Personal satisfaction and fulfillment	100	0.0	0.0	0.0	1.6	42.1	25.0	17.2	12.5	1.6
PRESTIGE										
Prospects for professional advancement	100	25.0	20.3	3.1	15.6	31.2	1.6	1.6	0.0	1.6
Importance self attaches to work	100	1.6	3.1	0.0	7.8	37.5	37.5	4.7	4.7	3.1
Importance others attach to work	100	7.8	10.9	1.6	14.1	37.4	23.4	1.6	1.6	1.6

TABLE 6b: (Cont'd)

Source	Total (%) (N=)	Amount of Dissatisfaction - Satisfaction								
		Strongest Negative	Next Strongest Negative	Negative	Neither Plus or Minus	Moderate Plus	Strong Plus	Next Strongest Plus	Strongest Plus	NA
EXTRINSIC REWARD										
Pay	100	28.1	12.5	1.6	6.3	35.8	7.8	4.7	1.6	1.6
Security of tenure	100	10.9	9.4	6.3	14.1	34.3	18.8	3.1	0.0	3.1
Retirement plan	100	1.6	4.7	3.1	3.1	39.1	23.4	12.5	9.4	3.1
Local living conditions	100	3.1	7.8	3.1	12.5	31.3	32.8	3.1	4.7	1.6
Location of work	100	7.8	6.3	0.0	7.8	36.0	28.1	7.8	3.1	3.1

TABLE 7a: PERCENT OF EXTENSION SPECIALISTS WHO HAD DESIGNATED ORIENTATIONS FOR GETTING INTO EXTENSION CLASSIFIED BY PEOPLE RELATED OCCUPATIONAL SATISFACTIONS FROM EXTENSION WORK

People Related Kinds of Satisfactions -entry types	Total (%) (N= *)	Amount of Dissatisfaction - Satisfaction								
		Strongest Negative	Next Strongest Negative	Negative	Neither Plus or Minus	Moderate Plus	Strong Plus	Next Strongest Plus	Strongest Plus	NA
HELPING PEOPLE WITH THEIR PROBLEMS										
People	100	0.0	0.0	0.0	2.9	17.6	14.7	14.7	50.1	0.0
Prestige	100	5.9	0.0	0.0	5.9	17.6	29.4	11.8	29.4	0.0
Development	100	0.0	0.0	0.0	0.0	13.9	13.9	16.7	55.5	0.0
Self fulfullment	100	0.0	0.0	0.0	0.0	40.9	27.3	13.6	18.2	0.0
Status achievember	100	0.0	0.0	0.0	5.6	30.6	11.1	13.9	38.8	0.0
PEOPLE WITH WHOM ASSOCIATED AT WORK										
People	100	0.0	0.0	0.0	2.9	35.3	32.4	17.6	11.8	0.0
Prestige	100	0.0	0.0	0.0	5.9	47.0	29.4	11.8	5.9	0.0
Development	100	0.0	2.8	0.0	2.8	38.9	27.8	19.4	8.3	0.0
Self fulfullment	100	0.0	4.5	4.5	13.6	31.9	27.4	4.5	13.6	0.0
Status achievement	100	0.0	2.8	0.0	5.6	33.3	25.0	13.9	19.4	0.0

* 34 for People oriented specialists, 17 for Prestige, 36 for Development, 22 for Self fulfillment and 36 for Status achievement.

TABLE 7b: PRECENT EXTENSION SPECIALISTS WHO HAD DESIGNATED ORIENTATIONS FOR GETTING INTO EXTENSION CLASSIFED BY PRESTIGE RELATED OCCUPATIONAL SATISFACTIONS

Prestige Related Kinds of Satisfactions -entry types	Total (%) (N= *)	Amount of Dissatisfaction - Satisfaction								
		Strongest Negative	Next Strongest Negative	Negative	Neither Plus or Minus	Moderate Plus	Strong Plus	Next Strongest Plus	Strongest Plus	NA
OPPORTUNITY FOR SELF EDUCATION										
People	100	5.9	2.9	0.0	8.8	38.2	26.5	11.8	5.9	0.0
Prestige	100	0.0	5.9	0.0	5.9	58.7	11.8	11.8	5.9	0.0
Development	100	0.0	5.6	0.0	8.3	47.1	30.6	2.8	5.6	0.0
Self fulfullment	100	0.0	0.0	0.0	22.7	31.9	27.3	4.5	13.6	0.0
Status achievement	100	0.0	0.0	0.0	25.0	52.7	13.9	5.6	2.8	0.0
OPPORTUNITY TO EXPRESS OWN INTEREST AND CONCERNS										
People	100	0.0	5.9	2.9	2.9	44.2	23.5	11.8	8.8	0.0
Prestige	100	0.0	5.9	0.0	17.6	58.9	17.6	0.0	0.0	0.0
Development	100	0.0	0.0	0.0	5.6	47.2	38.9	8.3	0.0	0.0
Self fulfullment	100	4.5	0.0	0.0	9.1	27.3	41.0	13.6	4.5	0.0
Status achievement	100	2.8	0.0	2.8	8.3	52.7	30.6	2.8	0,0	0,0
PERSONAL SATISFACTION AND FULFULLMENT										
People	100	0.0	0.0	0.0	2.9	29.4	35.4	23.5	8.8	0.0
Prestige	100	0.0	0.0	0.0	11.8	41.1	23.5	11.8	11.8	0.0

TABLE 7b: (Cont'd)

Prestige Related Kinds of Satisfactions -entry types	Total (%) (N= *)	Amount of Dissatisfaction - Satisfaction								
		Strongest Negative	Next Strongest Negative	Negative	Neither Plus or Minus	Moderate Plus	Strong Plus	Next Strongest Plus	Strongest Plus	NA
Development	100	0.0	0.0	0.0	0.0	49.9	27.8	5.6	16.7	0.0
Self fulfillment	100	0.0	0.0	4.5	13.6	50.1	18.2	13.6	0.0	0.0
Status achievement	100	0.0	0.0	0.0	2.8	41.7	30.1	8.3	11.1	0.0

* 34 for People oriented specialists, 17 for Prestige, 36 for Development, 22 for Self fulfillment and 36 for Status achievement.

TABLE 7c: PERCENT OF EXTENSION SPECIALISTS WHO HAD DESIGNATED ORIENTATIONS FROM GETTING INTO EXTENSION CLASSIFIED BY DEVELOPMENT RELATED OCCUPATIONAL SATISFACTION FROM EXTENSION WORK

Development Related Kinds of Satisfactions -entry types	Total (%) (N= *)	Amount of Dissatisfaction - Satisfaction								
		Strongest Negative	Next Strongest Negative	Negative	Neither Plus or Minus	Moderate Plus	Strong Plus	Next Strongest Plus	Strongest Plus	NA
PROSPECTS FOR PROFESSIONAL ADVANCEMENT										
People	100	17.6	26.5	0.0	17.6	32.5	2.9	0.0	2.9	0.0
Pretige	100	35.3	5.9	5.9	17.6	35.3	0.0	0.0	0.0	0.0
Development	100	13.9	25.0	2.8	16.7	27.7	8.3	2.8	2.8	0.0
Self fulfillment	100	31.8	22.7	4.5	9.1	31.9	0.0	0.0	0.0	0.0
Status achievement	100	27.8	19.4	0.0	19.4	25.0	2.8	2.8	2.8	0.0
IMPORTANCE SELF ATTACHES TO EXTENSION WORK										
People	100	0.0	2.9	0.0	11.8	29.4	53.0	0.0	2.9	0.0
Prestige	100	0.0	0.0	0.0	23.5	29.4	41.2	0.0	5.9	0.0
Development	100	0.0	2.8	0.0	2.8	41.6	41.7	11.1	0.0	0.0
Self fulfillment	100	4.5	0.0	0.0	0.0	54.6	18.2	9.1	13.6	0.0
Status achievement	100	2.8	0.0	0.0	8.3	44.5	33.3	11.1	0.0	0.0
IMPORTANCE OTHERS ATTACH TO EXTENSION WORK										
People	100	8.8	2.9	2.9	17.6	47.2	20.6	0.0	0.0	0.0
Prestige	100	5.9	11.8	0.0	29.4	17.6	17.6	11.8	5.9	0.0

TABLE 7c: (Cont'd)

Development Related Kinds of Satisfactions -entry types	Total (%) (N= *)	Amount of Dissatisfaction - Satisfaction								
		Strongest Negative	Next Strongest Negative	Negative	Neither Plus or Minus	Moderate Plus	Strong Plus	Next Strongest Plus	Strongest Plus	NA
Development	100	8.3	11.1	3.8	8.3	47.3	19.4	0.0	2.8	0.0
Self fulfillment	100	4.5	13.6	0.0	22.7	45.6	13.6	0.0	0.0	0.0
Status achievement	100	8.3	11.1	2.8	19.4	38.9	13.9	2 8	2.8	0 0

* 34 for People oriented specialists, 17 for Prestige, 36 for Development, 22 for Self fulfillment and 36 for Status achievement.

TABLE 7d: PERCENT OF EXTENSION SPECIALISTS WHO HAD DESIGNATED ORIENTATIONS FOR GETTING INTO EXTENSION CLASSIFIED BY EXTRINSIC REWARD RELATED OCCUPATIONAL SATISFACTIONS

Extrinsic Reward Related Kinds of Satisfactions -entry types	Total (%) (N= *)	Amount of Dissatisfaction - Satisfaction								
		Strongest Negative	Next Strongest Negative	Negative	Neither Plus or Minus	Moderate Plus	Strong Plus	Next Strongest Plus	Strongest Plus	NA
PAY										
People	100	32.3	5.9	5.9	17.6	32.4	0.0	0.0	5.9	0.0
Prestige	100	17.6	23.5	5.9	5.9	35.3	5.9	0.0	5.9	0.0
Development	100	36.1	11.1	0.0	13.9	22.2	13.9	2.8	0.0	0.0
Self fulfillment	100	22.8	13.6	4.5	9.1	22.8	4.5	4.5	13.7	4.5
Status achievement	100	16.7	19.4	2.8	16.7	36.1	0.0	8.3	0.0	0.0
SECURITY OF TENURE										
People	100	23.5	14.7	5.9	8.8	32.4	11.8	2.9	0.0	0.0
Prestige	100	5.9	5.9	11.8	11.8	41.1	17.6	5.9	0.0	0.0
Development	100	16.7	19.4	5.6	22.2	19.4	13.9	0.0	0.0	2.8
Self fulfillment	100	18.2	27.2	0.0	9.1	27.3	18.2	0.0	0.0	0.0
Status achievement	100	33.4	8.3	5.6	19.4	19.4	11.1	2.8	0.0	0.0
RETIREMENT PLAN										
People	100	2.9	0.0	0.0	8.8	53.0	29.4	5.9	0.0	0.0
Prestige	100	0.0	5.9	5.9	5.9	35.2	29.4	5.9	11.8	0.0
Development	100	2.8	2.8	0.0	11.1	44.4	25.0	13.9	0.0	0.0

TABLE 7d: (Cont'd)

Extrinsic Reward Related Kinds of Satisfactions -entry types	Total (%) (N= *)	Amount of Dissatisfaction - Satisfaction								
		Strongest Negative	Next Strongest Negative	Negative	Neither Plus or Minus	Moderate Plus	Strong Plus	Next Strongest Plus	Strongest Plus	NA
Self fulfillment	100	0.0	4.5	0.0	4.5	54.7	9.1	22.7	4.5	0.0
Status achievement	100	0.0	8.3	2.8	8.3	44.5	16.7	8.3	11.1	0.0

* 34 for People oriented specialists, 17 for Prestige, 36 for Development, 22 for Self fulfillment and 36 for Status achievement.